

providing specific incentives to the viewer based on said viewing record including information indicative of one or more sponsors of the broadcast.

2. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

incrementing counters for counting time slices during which said broadcast is received;

storing said embedded information and said counter values;

sending said embedded information, said counter values and viewer information to a remote computer to allow a viewing time to be determined, said sending not requiring viewer ~~interaction~~ action; and

providing specific incentives to the viewer based on said embedded information including information indicative of one or more sponsors of the broadcast and said viewing time.

3. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content, said embedded information including information that allows a viewing time of said broadcast content to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and

broadcasting said content with said embedded information to a remote viewer of the content without commercial interruption, the embedded information enabling a remote computer to retain the viewing time, information indicative of one or more sponsors of the broadcast, and viewer information without requiring viewer ~~interaction~~ action.

4. (Currently Amended) The method of claim 3 further comprising:

obtaining stored embedded information without requiring viewer ~~interaction~~ action so as to determine said viewing time; and
sending specific incentives to said viewer based on said viewing time.

5. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content at regular time periods, wherein said embedded information, when collected over time, allows a viewing record of the broadcast to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and
broadcasting said content with said embedded information without commercial interruption to a remote viewer of the content, the embedded information enabling a remote computer to retain the viewing record, information indicative of one or more sponsors of the broadcast, and viewer information without requiring viewer ~~interaction~~ action.

6. (Currently Amended) The method of claim 5 further comprising:

providing collected embedded information about said broadcast at a predetermined time point without requiring viewer ~~interaction~~ action;
from said collected embedded information, determining a number of time slices during which the broadcast is received by the viewer; and

sending specific incentives to said viewer based on said time slices.

7. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast, said receiving not requiring viewer ~~interaction~~ action; and
sending specific incentives to the remote viewer based on said viewing record including information indicative of one or more sponsors of the broadcast.

8. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving information about a remote viewer's viewing of a broadcast without commercial interruption, the received information including information indicative of one or more sponsors of the broadcast, said receiving not requiring viewer ~~interaction~~ action;
receiving counter values representing the number of time slices viewed by the viewer;
and
sending specific incentives to the remote viewer determined by a viewing record of a broadcast by said remote viewer, said viewing record based on said information received including information indicative of one or more sponsors of the broadcast and said counter values received.

9. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast, said receiving not requiring viewer ~~interaction~~ action;

searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer including information indicative of one or more sponsors of the broadcast; and

sending said Web page to said viewer.

10. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving information about viewing of content of a broadcast without commercial interruption by a remote viewer, said receiving not requiring viewer ~~interaction~~ action;

receiving counter values representing the number of time slices during which the broadcast was viewed by said viewer;

receiving information indicative of one or more sponsors of the broadcast;

searching a database for information about sponsors of the content and the incentives offered by said sponsors;

creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said information resulting from said searching, said information received from said remote viewer and said counter values and said information indicative of one or more sponsors of the broadcast; and

sending said Web page to said viewer.